<u>REMARKS</u>

Applicant's have refiled this application in order to bring prior art to the attention of the Examiner. This art was overlooked by applicants during transfer of work between law firms. Applicants did believed that the art could not be submitted with an IDS in response to the final rejection in the prior application.

Below, applicant addresses the examiner's rejections made in the final office action in the prior application.

The Examiner maintained a rejection of claims 1-38 under 35 U.S.C. §103(a,) as being unpatentable over Risberg et al. in view of Lauer et al.

Applicant's claims are patentable over the art of record for the reasons of record and for the reasons below.

Claim 1 is patentably distinct since, neither Risberg et al. nor Lauer et al. nor the references of record suggest a database that stores graphic symbols that can be accessed by financial instrument identifiers . . .. The examiner contends that Risberg has such a teaching where Risberg teaches "extract values from specified fields of a data object."

Applicant submits that this teaching does not suggest <u>a database that stores graphic symbols that can be accessed by financial instrument identifiers</u>. Risberg has a quote object that has a data object with a field that stores security symbols (see cols. 8-12). The data object itself does not use instrument identifiers to extract graphic symbols. Rather, the quote object has its data object which contains an identification of the security. The security symbol is not a graphic symbol but is a conventional text (alphanumeric security symbol). Risberg also does not suggest <u>a</u> filter <u>to extract</u> identifiers and corresponding values of the financial instruments. The system employed by Risberg has user specified fields in the data object see Col. 23 lines 60-62. There is no suggestion to employ a

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filter to extract identifiers from a feed for the purpose of accessing a database.

Applicant's claim 4 is further patentably distinct over the cited references since they neither describe nor suggest that the <u>graphic symbols include corporate logos</u> for companies issuing the stocks. In particular, <u>the combination</u> of displaying a corporate logo with financial information is novel and non-obvious. The combination of displaying a corporate logo with financial information provides an improved technique for displaying financial information. The combination of a corporate logo with financial information identifies securities using familiar corporate logos rather than textual abbreviations that are not easily recognizable to many individuals.

The Examiner takes the position that the "IBM" element 18 in FIG. 1 is a graphic symbol/corporate logo (see response to arguments, page 8 of examiner's action). The "IBM" element 18 is described by Risberg is a security symbol (see col 11, lines 6-7 and also col 8, lines 19-26). Risberg describes conventional ticker symbols. Risberg does not describe nor suggest either graphic symbols or specifically corporate logos. The "IBM" element in FIG. 1 is the stock ticker symbol for International Business Machines, as DEC is for Digital Equipment Corporation, GE for General Electric, and so forth. Risberg, suggests only a conventional stock symbol not a logo. This follows because of the teachings (at col 8).

Claim 5 which recites a control system . . . that processes the display signals such that the video wall displays a moving ticker display of corporate logos and values of traded stocks is neither described nor suggested by the references.

Applicant's claim 17 recites an electronic device that produces a signal to scroll market data across the display. The claim recites that the market data comprises <u>a company logo and financial information associated with the company logo.</u> The

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references do not suggest producing a signal that includes a company logo. None of the references suggest using familiar company logos (as replacements for textual abbreviations that identify securities of a company) and combining those familiar company logos with financial information associated with the company. The teaching of "IBM" element 18 in FIG. 1 of Risberg, does not suggest a corporate logo. The "IBM" element 18 is the conventional ticker symbol, <u>not</u> a corporate logo.

Applicant's claims 18 and 19 are neither described nor suggested by the references. Risberg et al does not suggest <u>the combination of</u> a source containing financial information and a source containing bit map data corresponding to the company logo. Risberg does not suggest to associate company identifiers to access the bit maps corresponding to the company logos.

Applicant's claim 27 which recites displaying . . . across an electronic monitor, market data comprising a company logo and financial information associated with the company logo is neither described nor suggested by the references.

Applicant has amended claim 32 to recite extracting from <u>a data</u> feed <u>having values of financial instruments,</u> . . . accessing graphic symbols in accordance with the extracted instrument identifiers . . . associating the extracted graphic symbols with the corresponding values of the financial instruments to produce a <u>financial instrument</u> ticker and displaying the stock ticker<u>, as a moving financial instrument ticker</u> . . .. As now amended, claim 32 is also patentably distinct over the references since they neither describe nor suggest . . . accessing graphic symbols in accordance with extracted instrument identifiers and associating the extracted graphic symbols with the corresponding values . . . <u>to produce a financial instrument ticker</u>.

Applicant has reviewed the art of record and submits that the claims are patentable over the art. Applicant has

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enclosed an Information Disclosure statement including art filed in a corresponding PCT application. These references also do not suggest the invention separately or with the art of record.
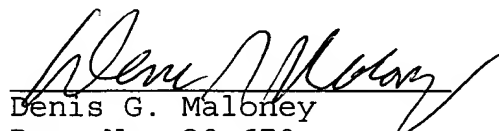
Examination of the application is now requested.

Please charge any additional fees, or make any credits, to Deposit Account No. 06-1050.

Respectfully submitted,

Date: 10/13/99

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